

MAKE MONEY
By Having
SHOES REPAIRED
We do the kind of work you should demand.
Boots ordered to measure.
Army Russell Shoes.
RIGGS' BOOT SHOP
JOHN G. RIGGS, Prop.

W. G. BROWN
Star Planing Mill
CABINET WORK
BODIES FOR FORDS
BORNERS
GENERAL BLACKSMITHING
All Work Guaranteed.
Just east of the Southern Auto Co.

THE SWEET SHOP

(By N. O. Shanks,

Carlsbad is a city of "old timers"; it was one of the first settlements on the east side of the mountains; and naturally there are many of the "old timers" who are guiding the destinies of the city's life; but new blood is coming in with new ideas; new plans; and in this line up is the Sweet Shop, Carlsbad's most delightful meeting place for the old and the young.

To say that the Sweet Shop is the most delightful spot in the "City Beautiful" is not extravagance; one cannot be in the city but a short time until he will pass by the "Sweet Shop", to look in, is to create a desire to "obey that impulse" to have a drink; or a sundae, or some candy or bonbons. It was back April 1st, 1915, when Harry McKim and Frank Kindel conspired to open their confectionery and fountain in Carlsbad. From the start it was a winner.

Both of these young men have had ten years experience in this line of work; they are young men of sterling qualities, who believe the public want the best, not only in service and quality, but in the surroundings. And that's what they give.

In November, 1917, to go into the service of their country during the turbulent days of the world war, these young men sold out their business to Earl Hansen.

After the war, in March, last year they bought back his business.

The place was remodeled; new furniture and fixtures; new accommodations of various kinds; new conveniences, and a new spirit came with their return.

The Sweet Shop today with its new fixtures and furnishings has that refined atmosphere so necessary to get the best class of business; so enjoyable to their trade. It is one of the best in the state; not so large as others in more pretentious cities, but the quality is there.

Naturally a feature of the business of the Sweet Shop is the soda fountain; the fountain is the Beck's, one of the most sanitary on the market; the service from this fountain cannot be excelled. The young men make their own ice cream and ices, and serve only the choicest and the best of syrups for their drinks and sundaes.

They also make their own counter candy. In the bonbon and box candies they handle the Johnson's Whitman's and the famous McDonald line manufactured in Salt Lake City, Utah. This is a box candy and bonbon that is taking the western country. It is candy of real quality, combined with large appropriations each year for advertising.

Besides they have all the best sellers, cigars and cigarettes. The Sweet Shop deliver, phone 75, will bring your wants to your door.

The Ice Cream parlor besides having the service tables, has booths; and music at any time from a playerphone.

The Sweet Shop is prepared to handle line parties, or prepare ice cream for outside parties.

But the big asset—the excellent feature of the Sweet Shop is the service and the quality of all their business.

The owners and managers are a distinct asset to Carlsbad; also is their business.

HAY TRADE CONDITIONS OF THE WEEK.

Eastern markets are liberally supplied with hay this week and values have fallen off in a marked degree. High prices brought out small shipments from many points that had not shipped to Eastern markets in some time and the aggregate is a large over-supply. Western markets are strong and higher under very small offerings and exceptionally good demand. A shortage of cars and bad roads is the cause of the light supply. Farmers generally are holding hay left on farms and reports to the Journal indicate that there is from 20 to 30 per cent still back.

A BANK YOU CAN DEPEND ON!

You can always depend on this bank. It maintains a friendly business relationship with its customers through careful and conscientious attention to their interests, whether large or small.

THE STATE NATIONAL BANK

OFFICERS AND DIRECTORS:
G. M. Cooke, President W. A. Craig, Cashier
Tom Runyan, Vice-Pres.
F. F. Doepf, W. R. Fenton, H. G. May
J. G. Usary L. A. Swigart C. R. Brice

Established as a National Bank for Seventeen Years

THE NATIONAL BANK OF CARLSBAD

ALWAYS READY, WILLING AND ABLE TO ASSIST IN EVERY LEGITIMATE BUSINESS ENTERPRISE

E. HENDRICKS, Chairman of the Board
J. N. LIVINGSTON, President J. A. LUKK, Vice-President
T. C. HORNE, Vice-President SAM J. LUKK, Asst. Cashier
FRANCIS H. RYAN, Cashier.

THE PUBLIC UTILITIES CO.

Lights—Power—Water—Telephones

The highest class service at the lowest price.

E. A. Roberts, - - Manager

ARE YOU GOING TO BUILD?

WE ADVISE YOU NOT TO DELAY

Those Who Know are placing their orders now for future delivery. More than \$100,000 building campaign here has started; Carlsbad must have more homes; more rental houses; more business houses. TALK TO US ABOUT BUILDING MATERIALS.

THE GROVES LUMBER COMPANY

R. E. WILKINSON, Proprietor.

SOUTHERN AUTO COMPANY

J. D. HUGGINS, Manager.

(AUTHORIZED FORD AGENCY)

Genuine Ford Parts and Service

SIXTY PER CENT of the AUTOS in county are FORDS.
NINETY PER CENT of the TRUCKS are FORDS.
NINETY PER CENT of the TRACTORS are FORDS.
—And all work done at this Garage is done by FORD Experts and authorized FORD machinery, and only genuine FORD parts are used.

Better Book Order for That FORD Car Now.

AT YOUR SERVICE

Quality
Our Motto.

PHOTOGRAPHS
(MOSS STUDIO-James Bldg.)
CAMERA WORK
(KODAK SHOP-W. Fox St.)
All Work Guaranteed
Mr. and Mrs. FRED E. MOSS
Phone 22.

CARLSBAD CAFE

WONG WY, Proprietor
("Chicken")

210-212 Fox Street
SHORT ORDERS
AT ALL HOURS

Regular Dinner, 40c.

Quality-Service-Entertainment

JEWELRY OF QUALITY

Exclusive Line

Stone Setting and Manufacturing
Repair Work of All Kinds

All Work Guaranteed.
Strangers always given our best attention.

H. A. GRAGG, JEWELER

R. M. THORNE

Furniture

THE PIONEER FURNITURE STORE OF EDDY COUNTY

STRANGERS to the City invited to make our place a resting place, and ask us questions about our city and county. We have been in the Valley nineteen years in the furniture business and know conditions.

"OLD TIMERS" KNOW our reputation for High Grade Furniture, Stoves, Floor Coverings and Window Shades.

GUARANTY ABSTRACT AND TITLE CO.

"Reliable Abstractors"

Eddy County property is changing hands fast; always ask to have the GUARANTY ABSTRACT & TITLE COMPANY make the abstract.

No abstract too small, none too large not to demand our most painstaking and careful preparation, giving all transfers in detail—not skeletonized. You are entitled to a FULL abstract—always demand it.

Our Abstracts are acclaimed the most complete by leading examiners.
FIRE INSURANCE—BEST OLD COMPANIES

C. O. Swickard - - - Mrs. N. B. McCord

WILL PURDY

Furniture

HOUSEHOLD GOODS OF QUALITY AND SERVICE—
GUNN SECTIONAL BOOK CASES AND OFFICE FURNITURE
HOOSIER KITCHEN CABINETS

PATHE PHONOGRAPHS AND RECORDS

SIMMONS METAL BEDS AND SPRINGS

HOOVER AND WESTERN ELECTRIC VACUUM SWEEPERS

ELECTRIC WASHING MACHINES AND IRONS

THE FAMOUS GARLAND STOVES AND RANGES

Your Credit Is Good!

The Kind of Service You Expect.

The Well Dressed Man Must Call Often on His Cleaner

ONE'S APPEARANCE IS HIS GREAT ASSET.
WE ARE HERE TO GIVE YOU THAT ASSET.
TO DO IT RIGHT—IN THE QUICKEST TIME.
We have the only STEAM PRESS IN CARLSBAD.
IN EVERY DEPARTMENT—ALL WORK GUARANTEED.

Exclusive agents for
ED. V. PRICE TAILORING CO.—"Who's Your Tailor?"

RALPH THE CLEANER

Ground floor, James Bldg.

THE BOSTON STORE

THE PLACE WHERE PEOPLE TRADE TO THEIR ADVANTAGE

Our business has doubled over each year since we started. Acquaint yourself with our method of doing business and you'll have the answer why.

WE FEATURE—

Peters and Hamilton Brown Shoes, E. & W. Shirts for Men; Waists for Ladies; Wilson Nelson Suits for Men. TO STRANGERS: Come in and get acquainted.

WERTHEIM'S—THE BOSTON STORE

The Oldest National Bank in Eddy County

OFFICERS AND DIRECTORS—
J. F. Joyce, President Clarence Bell, Cashier
F. G. Tracy and C. F. Joyce, Vice-Presidents
F. G. Snow, Asst. Cashier L. S. Crawford J. O. Lucas

SAFETY SATISFACTION

Our officers know the county; have helped in its development; they are always pleased to give you the benefit of all these years of experience.

MAKE OUR BANK—YOUR BANK

THE FIRST NATIONAL BANK

A PLACE OF REFINEMENT, OF SERVICE AND QUALITY—

THE SWEET SHOP

A Good Place To Meet Your Friends.

SUNDAES That are Satisfying

WE MAKE OUR OWN COUNTER CANDIES
WE MAKE OUR OWN ICE CREAM.

Drinks That Are JUST RIGHT

AT YOUR SERVICE

Bon Bons and Box Candies—McDONALD'S, JOHNSON'S, WHITMAN'S

HARRY McKIM—Owners—FRANK KINDER.